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14TH YEAR

EL PASO, TEXAS, SATURDAY, SEPTEMBER 30, 1916

EL PASO'S MOST PROGRESSIVE STORE.



Dress-Up Week—Sept. 30 To Oct. 14, Is The Time To Dress-Up Yourself; Dress-Up Your Family; Dress-Up Your Home; Dress-Up Your Town

Madame's New Suit-Smart As Its Pockets & Collar

HOW practical Fashion has become! This new verdict means, if you're tall and slender you may revel in suits whose coats are long, even within 6 inches of your skirt hem. Or you may choose a suit whose coat is finger-tip length, if it suits you best. The coat length is a matter of figure and not of fashion this year! But—Fashion has devised deep collars, wide collars, square collars and collars round or pointed, which at a moment's notice may become high. And pockets have invaded the coats. They even decide a suit's usefulness. If the pockets are Prince Albert, rather conservative and braid bound, it's a business suit. If they're large and convenient looking, it's a sport suit, or one for general utility. But if they're pouch shape, banded with fur, worked in Chinese embroidery, or shirred, the suit is for afternoon wear. So it is, that a woman who would be correctly suited, this winter of 1916-1917, will look well to her collar and pockets.

And As For The Materials

they're as soft and velvety as if woven of silk and moss. Yet they're surprisingly firm. Lovely plaid wool velours and duvetyn broadcloths, silky bolivia and chiffon broadcloth, in the deep, rich tones these fabrics take so well; purple and Burgundy shades, dark brown, greens and blues.

For Young Women Particularly

are scores of handsome models in dark velours checked with white, with velvet collars in bright tones or gayly patterned linings. At \$19.50, \$25.00, \$29.50, \$34.50 and \$39.50. And suits in moss green, purple, Burgundy or catawba, so striking in contrast with Hudson seal or moleskin collars and cuffs. At \$29.50, \$39.50, \$49.50, \$59.50 and up.

And For More Mature Figures

the showing is equally interesting. Even the slant of collar and pocket suggest slenderness. The smoother fabrics, chiffon broadcloth and wool velour in dark browns, blues, greens and purples predominate with moleskin and Hudson seal bands and occasionally a touch of Chinese embroidery. At \$39.50, \$49.50 and \$59.50, and up. Some more conservative, in the same dark tones, at \$15.00, \$19.50, \$25.00, \$29.50, \$34.50, \$39.50 upward.

Bouffant, If You're a Debutante, Straight Lines If You're Not, Is

The Fashion In Gowns

"DEBUTANTE" in fashion-lore means every woman with a slender, youthful figure that looks well in a wide, ankle-length skirt of crisp taffeta. For "straight line" effects, soft, slinky satins are par excellence! As for the rest—Gowns for this fall have all the grace and charm of the Spanish senorita's—odd, one-

sided draperies and rippling skirts, as well as a generous use of sequins and gleaming, glistening passementerie. There's the suggestion of Egyptian modes in colors, in deep sapphire blues, alluring greens, in the striking use of black and white. And the Chinese influence is seen in a sort of open-stitch embroidery in harmonizing tones.

The Afternoon Gowns

One of beige charmeuse is particularly charming. The side drape on skirt and bodice is faced with dark brown satin. The vest and shoulder capes are embroidered in Chinese work, in brown and beige. Another in dark blue Georgette over lighter blue charmeuse, simple straight lines, little shoulder straps and tinsel and blue floss embroidery. Prices \$15, \$19.50, \$25.00, \$29.50, \$34.50, \$39.50, \$49.50 and up.

The Evening Gowns

The contrast of white silk net, banded with silvery sequins, with a strip of black jet over one side of bodice, makes one utterly lovely. Another is gold net veiling, gold lace and gold beads, with a girdle studded with cut sapphires and black velvet. This is but a hint of what the showing has to offer. There are others at \$15, \$19.50, \$25, \$34.50, \$39.50 and up.

Hats Are Black Or Dull Toned--Trimmings Metallic & Colorful

THE Hats themselves in deep, warm browns, burgundy and catawba—and taupe is an especial favorite! The ornate trimmings—with their richness and their wonderful color harmonies form superb contrasts to them.

For Dress Wear

Hats are very apt to be wider than they are long, which occasions many a sweeping line to follow with a spray of feathery Paradise or lacy goura. \$25 to \$95. Flowers are used on these picture dress Hats—bright, satiny or velvety ones; as on an exquisite model from Waters which you will see Monday. It has rose-colored blooms strewn about the round crown, and a bandeau frill to frame the face in French blue! It is \$75. Some are of gold cloth, or of silver-embroidered chiffon; combined with soft ermine or moleskin. Sometimes such Hats as these have bags to match. One set in cut steel and pink panne velvet is \$45. These fur-trimmed Dress Hats from \$15 to \$50.

Another Type Of Dress Hat

is the demure gold-lace poke. It sometimes has quaint chin straps—often wee blue bows and festoons of pink roses. And this sort of hat has all the delicate, winsome beauty of a painting by Fra-

Dress-Up Week!

"The Popular"--A Dress-Up Store For The Entire Family

"THE INSTINCT IS AS OLD AS LIFE"—Dress Up—Clean Up. Mother Eve was the first exponent of the Dress Up Idea. Dame Fashion reigns supreme Monday. "The Popular" has listened to her dictates—and has given her full sway on this great Fall occasion. The result is that we will have a bigger and better Dress-Up Week than ever before. You are most cordially invited to visit "The Popular" during Dress-Up Week. The exhibit of wearing apparel and accessories will be complete, and, we assure you, very satisfactory. It will show fashionable millinery of the more elaborate sort. But you will see just as much for street and sports wear. In the same manner, street suits will vie for attention with the most elaborate evening gowns. The fashionable coats, skirts, waists, corsets, and shoes will also be on view. Please understand that this showing has been arranged for YOU—and that this is a cordial, personal, invitation to come.

Stunning Street Hats For Fall

follow the military idea more or less. They have crisp grosgrain ribbon trimmings—straight bows—breasts and wings, fans of goura and such things. They often show Oriental touches, too—in some single ornament or bit of rich embroidery. \$5 to \$25. At \$15 there is a particularly fine variety of Hats for all sorts of occasions—and to suit every type of face! —(Sixth Floor)

Dress Waists Of Dark Laces And Lovely Pale Georgettes

WITH a score or more of variations in each of these two groupings! Delicate dawn pink Georgette crepe, and white—combined with puffings and shirings of net and lace, and beautifully embroidered on one hand—and exquisite, delicate, black filet laces combined with black chiffons and Georgettes on the other. \$2.95 to \$29.50.

Bead trimming is particularly good on blouses for dress wear. It appears mostly on Georgette waists at \$4.95 to \$15.

And for "tailored" wear there never were so many lovely things!

Plaid Georgettes, with dull dark blues and greens predominating—radium taffeta, the hazy sheer of the silk—crisp dark blouses in blossom pink, sulphur, pale green and blue, made more delicate by the hazy sheer of the silk—crisp dark plaid taffetas, combined with plain dark Georgettes—dark soft silk waists with sand or white Georgette collars and vestees—these groups lead the collection in smartness. They range in price from \$4.95 to \$15.

Satin-striped marisettes in pastel tones will be very much worn for afternoons—and they are beautiful.

Our best assortment of all sorts of Blouses, in fact, is at \$4.95 and \$6.50—and they'd be more, but for "The Popular" Idea! —(Sixth Floor)

Dull Colors Distinguish Autumn Shoes For Women

STONE gray, many of the graceful new boots are—fieldmouse brown—both vamp and top—the new drab shade—black shoes of beautiful kidskin and calf! Imagine them with the same long vamps and pointed toes and Louis heels as last season—and you have the most fashionable foot wear.

In the street shoes, no woman should miss seeing the "combinations" Monday. One has a deep mahogany kidskin vamp and a beautiful buff buck top with a scalloped edge. Imagine how stunning! Another has a walnut buck top and a gunmetal vamp. There are many plain black boots, too—and white topped kidskin.

The fashionable heights are 8 and 9 inches—measuring from the top of the heel to the top of the shoe. Lace shoes will be most worn early. Button shoes will probably follow later.

Prices Are \$3.50 To \$15

Applying "The Popular" Idea brings them lower than they'd otherwise be. There are especially good assortments and values at \$6, \$7 & \$8.

(Temporarily Located In El Paso Piano Co.'s Store, with Entrance at 208 Texas Street.)

The Popular
DRY GOODS CO., INC. \$25